


Main Street Essentials: ORGANIZATION

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National Trust Main Street Center
Sep 19-20, 2012



NATIONAL TRUST FOR HISTORIC PRESERVATION

A Main Street Community:



- Follows the 4-Point Approach
- Meets the 10-designation criteria
- Officially Designated

Main Street
NATIONAL TRUST FOR HISTORIC PRESERVATION

Over the last 30 years...

Key Ingredients to Successful Revitalization:

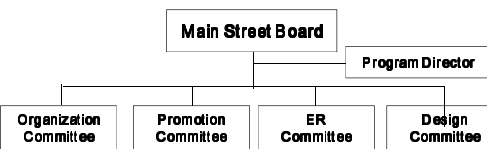
1. Comprehensive Focus

➤ Addressing ALL aspects that impact quality of life and economic vitality – The 4-Points.

CIVIC	SOCIAL	ECONOMIC	PHYSICAL
Organization	Promotion	Econ/Restructuring	Design
• Bring the community together to reach consensus, lead efforts, and add partnerships and resources	• Market the District's unique characteristics, foster positive image & position as a center of activity	• Diversify the District's economic base through business retention, recruitment, and strategic use of space	• Enhance the district's physical appearance while preserving its historic built environment

2. Strong Organizational Structure

➤ Balanced leadership base that plans the work strategically and works the plan to success.

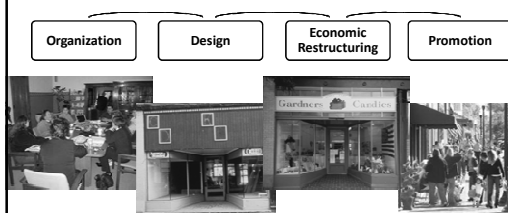


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graph TD
    MSB[Main Street Board] --- PD[Program Director]
    MSB --- OC[Organization Committee]
    MSB --- PC[Promotion Committee]
    MSB --- ERC[ER Committee]
    MSB --- DC[Design Committee]
  
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2. Solid Programming Value

➤ Producing tangible and intangible benefits and sustainable results



Essential Resources:



1. **People**
2. **Funding**

What is your local culture?

VOLUNTEERING	FUNDING
	
<ul style="list-style-type: none"> • Leadership or free labor • By Plan or By Chance? 	<ul style="list-style-type: none"> • Comprehensive or Single source? • Purposed or general?



Volunteering at MSP

Thank you for your interest in wanting to contribute. However, at this time, there are no volunteer opportunities at the Main Street Project.


[top of page](#)

The Secret to EFFECTIVE Organizations:



1. **Building a Sense of Ownership** that results in a culture of engagement from everyone in the community.
2. **Building an Organizational Culture** that fosters and rewards community engagement.
3. **Building a Program Worth Giving** (time, money, and other resources) for – offer **value**.

Build a Strong Sense of Ownership





that Results In Proactive Community Engagement

Who Should Be Involved?

1. Property Owners
2. Local Residents & Consumers
3. Retail Business Owners
4. Service Business Owners
5. Financial Institutions
6. Utilities & Local Corporations
7. Municipal Government
8. County Government
9. Preservationists
10. Others

Those who benefit from a revitalized downtown, should be proactively engaged in the revitalization efforts.



- ❖ The Leaders
- ❖ The Workers
- ❖ The Investors
- ❖ The Partners
- ❖ The Beneficiaries!

When do people “OWN” revitalization?

- When they recognize the NEED
- When we communicate / share not only the needs, but clear opportunities for involvement



When do people “OWN” revitalization?

- When THEY can “adopt” the VISION as their own



When do people “OWN” revitalization?

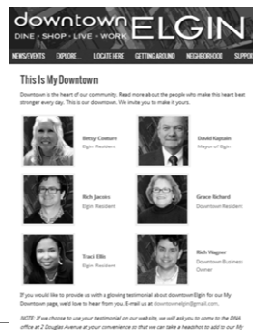
- When THEY can “adopt” the VISION as their own
- When WE define a VISION that reflects a unified voice.



Our vision for a preferred Downtown Elgin is a destination where the community works, lives, and enjoys, quality entertainment, outstanding restaurants and delightful shopping experiences all in the unique atmosphere of Downtown Elgin in the Fox Valley.

When do people “OWN” revitalization?

- When **THEY** recognize the importance of having a **ROLE** in the process.
- When **WE** recognize that **everyone** has a role in the process.



My Downtown: Betsy Couture



I remember a thriving downtown in the 1960s when my parents brought me as a young girl to Grots Leather Shop for a leather jacket: with the long fringe. When I moved to Elgin in 1978, downtown had become a mall, but I still enjoyed coming to Ackeman's and Spies department stores. It was fun to shop there because the sales people always remembered you. But then Spring Hill Mall opened, the stores moved out and downtown became empty.

In 1982, the Downtown Neighborhood Association along with other neighbors came to the rescue. I joined the cause immediately eager to assist in the revitalization efforts. Through the years we have been successful in bringing downtown Elgin back to life. Downtown is changing constantly. Will it ever be the downtown of the watch factory days? I doubt it. But it will be a downtown for a new generation to enjoy.

When I drive down Douglas Avenue every morning and see the sun rising on the Tower Building, it is saying to us "I'm still here, I will thrive, and I will prosper again."

That is my downtown.

When do people “OWN” revitalization?

- When they move into ACTION
– Beyond “passive” support to active engagement!



How Do We “Build” a Sense of Ownership?

- Start by communicating our purpose – MISSION
 - Is it clear to everyone what you do?
 - Are your goals clearly articulated?
 - Is it obvious what difference you make?
 - Will they make a contribution or become a friend?
 - Will someone attend your fundraisers because they believe in the work you are doing?



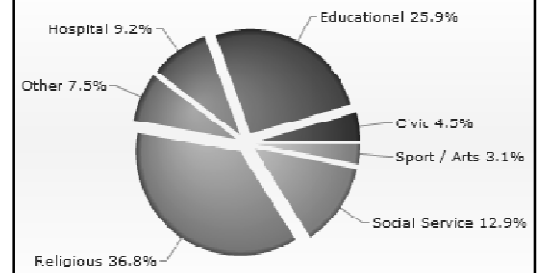
How Do We “Build” a Sense of Ownership?

- Our approach to “doing” revitalization



People get involved in what they believe is important!

Where People Volunteer (2008 to 2010)



<http://www.volunteeringinamerica.gov/VA>

Taking a Look at your Leadership Base...

BOARD	STAKE / REPRESENT		DOWNTOWN				COMMUNITY				OUTSIDE THE COMMUNITY			
	Downtown	Community	Gender	Age	Race / Ethnic	Occupation / Skills / Interests	Board Role	Size	Committee	Project / Task	Funding Support			
1														
2														
3														
4														
5														
6														
7														
8														
9														
10														
11														
12														
13														

Who do you have?
Does your organization represent your downtown and community?

What do they bring to the Organization?
Does your organization reflect your community's demographics and talents?

How are you utilizing what they offer?
Do their interest and skills fit with their current roles? Are you maximizing the use of their support?

BOARD	STAKE / REPRESENT	
	Downtown	Community
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		

List your board members

What stake do they represent?

Does your leadership base represent downtown and your community?

Downtown

- Downtown property owners
- Downtown business owners
- Downtown organization
- Downtown resident
- Downtown employee

Community

- City
- County
- Businesses
- Organizations
- Residents
- Employees / Workforce

Other:

- Outside the community

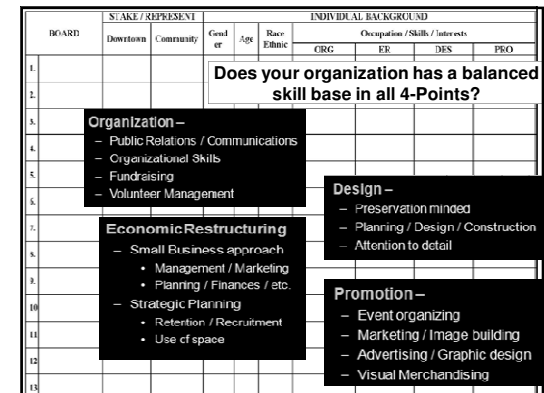
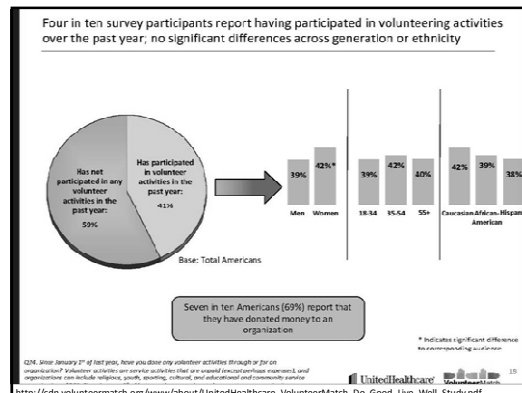
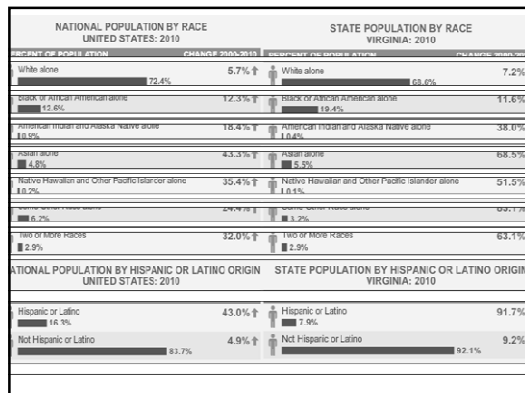
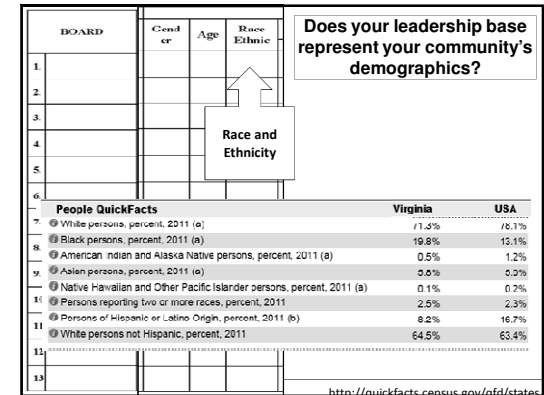
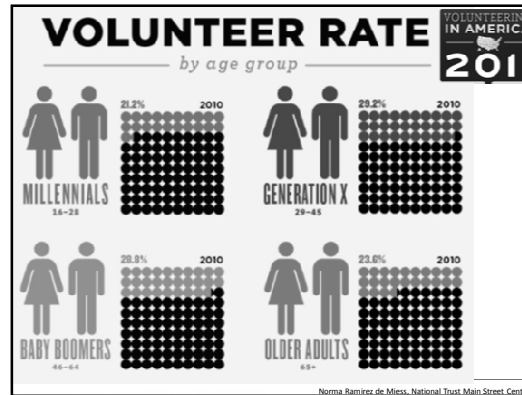
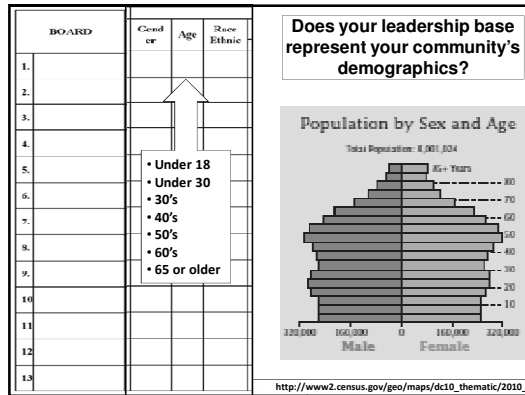
BOARD	Gender	Age	Race / Ethnic	Does your leadership base represent your community's demographics?	
				Gender	Age
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					

Gender

- Female
- Male



People QuickFacts

	Virginia	USA
Population, 2011 estimate	8,096,604	311,591,917
Population, 2010 (April 1) estimates base	8,001,036	306,745,538
Population, percent change, April 1, 2010 to July 1, 2011	1.2%	0.9%
Population, 2010	8,001,024	306,745,538
Persons under 5 years, percent, 2011	6.3%	6.5%
Persons under 18 years, percent, 2011	22.9%	23.7%
Persons 65 years and over, percent, 2011	14.6%	14.7%
Female persons, percent, 2011	50.9%	50.8%



Kathy La Plante and Norma Ramirez de Miess
National Trust Main Street Center

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ASSESSING YOUR VOLUNTEER LEADERSHIP BASE		
How are you and your current volunteers doing today being the best to the program, how are you conflicting what they offer, and what are the gaps in leadership participation?		
ASSESSMENT	OBSERVATIONS	RECOMMENDATIONS
Downtown Representation: <ul style="list-style-type: none"> Downtown property owners _____ Downtown business owners _____ Downtown organization _____ Downtown residents _____ Downtown employees' workplace _____ 		
Community Representation: <ul style="list-style-type: none"> Public Sector Leaders: City _____ Public Sector Leaders: County _____ Businesses _____ Organizations _____ Residents _____ Employees' workplace _____ 		
Others outside the community: _____		
Individual Background: <ul style="list-style-type: none"> Gender: female _____ male _____ Age: Younger than 30 _____ 30's _____ 40's _____ 50's _____ 60's _____ Older than 70 _____ Race/Ethnic background: Anglo _____ African American _____ Asian _____ Hispanic _____ 		
Individual Background: Occupation: _____ Skills: _____ Interests: _____		
<ul style="list-style-type: none"> Organization _____ IR _____ Geography _____ Personality _____ 		
Current Leadership involvement: <ul style="list-style-type: none"> Board member with specific skills _____ Term: Participative: limits _____ Board member involvement in committees _____ Board member directly involved in projects _____ 	 <p>Recognizing the assets and the needs</p>	 <p>Identifying the next Steps</p>

It's a two-way street...



- We need and want people to volunteer and contribute
- People want VALUE for their time, skills, and investment



A cartoon illustration of ten diverse people of various ages and ethnicities standing in a row. They are all smiling and holding a large banner that reads "VOLUNTEERS" in bold, black capital letters. The banner is held by each person, with the letters of the word distributed across the individuals. The people are drawn in a simple, friendly style with exaggerated features like large noses and wide smiles.

- **What's your plan?**
 - **Development:** recruitment
 - **Management:** coordination, retention, recognition



Pulling Together Volunteer Program

1. Identify program needs
✓ Assessment tool/exercise – board, committees

BOARD	SECTOR REPRESENTATION			INDIVIDUAL BACKGROUND					CURRENT INVOLVEMENT/OPPORTUNITY			
	Devotions	Community	Gender	Age	Race/Ethnicity	Occupation / Skills / Interest	Board Role	Size	Committee	Project / Task	Funding Support	
1												
2												

2. Clearly outline leadership opportunities to engage all sectors of your community
✓ "Job" descriptions

Matching volunteers' skills with appropriate assignments

Icons representing different roles: Fundraise, General Labor / Transportation, Mentor Youth, Collect, Prepare, Distribute or Serve Food.

Engaging all ages

- **Look at your "gap"**
- **More Young Volunteers**
 - Schools (from Pre-K to HS)
 - Colleges & Universities
 - Clubs
 - Creating your own "Junior MS"

Building an inclusive organization

- **Race / Ethnicity**
 - Common values with MS
 - Rich cultural heritages
 - Faith-based
 - Family oriented
 - Entrepreneurial focus
 - Social-driven
 - Love Art/Music/Entertainment
- Differences
 - Business approach
 - Process of involvement
 - Sensitivities –real & perceived
 - Comfort Zones
 - Language / accents

Beyond Volunteering... leadership opportunities

- Title
- Position - goals, objectives
- Individual responsibilities/duties
 - As included in Work Plan
- Supervision / Immediate contact
- Time expectations
- Qualifications / Skills or talents needed
- Benefits & Value

Norma Ramirez de Miess, National Trust Main Street Center

Main Street Program	
SAMPLE BOARD OF DIRECTORS JOB DESCRIPTION	
Positions:	Board of Directors (12 members)
Location:	Office address
Schedule:	Monthly meetings held the <u>second Thursday of the month from 3:00 – 5:00 p.m.</u> at _____.
Term Length:	Directors are appointed for three-year terms, with two consecutive terms maximum service length.
Responsibilities:	Collectively, the Board of Directors assumes legal and philosophical responsibility, and establishes policy, for all activities of the Main Street Program. Board members provide leadership for the program, raise operating and capital funds, participate in committee assignments, and serve as advocates of downtown revitalization. Board members represent the larger view of why downtown revitalization is crucial for the entire community. Board members should demonstrate interest in the Main Street Program's purpose and goals, and have specific experience in or knowledge of administration, finance, program development, advertising, public relations, downtown business activity, communications, design, or economic development. Each board member should be willing to commit 4 – 10 hours per month, excluding meetings.

Tasks and Requirements:	<ol style="list-style-type: none"> 1. Attend a half day Board Member Orientation. 2. Attend the monthly Board of Directors meetings, missing no more than two meetings per year. 3. Serve on a Committee and attend Committee meetings. <ul style="list-style-type: none"> Executive Committee Organization Committee Promotion Committee Design Committee Economic Restructuring Committee 4. Oversee planning and fiscal control for the Main Street Program and Program. 5. Ensure that objectives and activities are consistent with the Program's goals and objectives. 6. Review Program plans and budget, and evaluate Program effectiveness. 7. Advocate for the Main Street Program. 8. Ability and willingness to raise monies for operation of the Center. 9. Attend state Main Street events such as leadership meetings, awards programs and/or conferences.
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Volunteer!


Even with just 30 minutes of time available, you can help in many ways:

Young or old, lots of time or not much, there's something that will really help:


- Professional services
- Grant writing
- Business development
- Communications
- Help in the office
- Cleanup
- Jubilee workers
- Keep our plants growing
- Farmers Market
- Golf Scramble

Tell us your talents, how much time you have, and we'll match you up with a helpful, satisfying way to help the community. To see how easy it is, contact our office directly. You can meet new people, make new friends, and help Main Street grow!

Join the dozens of volunteers helping the revival of Lawrenceville Main Street and having fun doing it! Contact the office for more information.



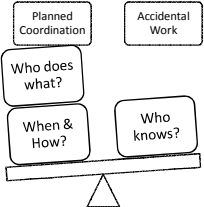
We'll customize a project to meet your time and interests! It's a win-win situation! We have great volunteers of all ages and with a variety of skills!



Spring Cleanup Volunteers 2008

3. Outline "Coordination" process

- ✓ WHO – roles - Staff, Org Committee, other committees
- ✓ WHEN – immediate, monthly, quarterly, annually
- ✓ What else – budget allocation




Providing volunteers with training and professional development

Training paid staff to work with volunteers

Providing the Tools that Build Leaders...

- Mentoring & Supporting Process
 - Equivalent to "volunteer supervision"
 - Immediate assigned coordinator / staff?
 - Scheduled monthly meetings – observer
 - One-on-One – Q&A, advice/re-direct
 - Online communication – avoid overwork
 - Mailings – impersonal / be careful.
 - Networking / Educational / Fun Activities
 - Materials & Resources



Volunteer Assignments											
For a festival that begins at 11 am and ends at 6 pm											
Notes: Except for planning committee members, schedule volunteers in 2-hour shifts. For jobs that last all day, plan on recruiting enough people to cover all shifts.											
Job	8:00 am	9:00 am	10:00 am	11:00 am	Noon	1:00 pm	2:00 pm	3:00 pm	4:00 pm	5:00 pm	6:00 pm
Meet equipment	Volunteer #1										
Set up booth		Volunteer #2,3,4									
Set up booth		Volunteer #1,5,6									
Set up sound system			Volunteer #1								
Volunteer check-in			Volunteer #12								
Run concession stand			Volunteer #13, 14, 15, 16								
Meet hands			Volunteer #17								
Entree			Volunteer #18								
Fun children's games			Volunteer #19,20,21,22,23,24, 25,26								
Staff into booth			Volunteer #27 & 28								
Empty trash can			Volunteer #29 & 30								
Break down booths & clean up										Volunteer #31,32, 33,34, 35, 36, 37, 38, 39, 40	

Providing the Tools that Build Leaders...

- Set Leadership Development Schedule
 - When is the best time?

Jan-Dec

- Aug - board retreat
- Sep-Oct - planning meetings
- Nov - approval process
- Dec - share with stakeholders

Jul-Jun

- Plan on an Jan/Feb board retreat
- Mar-Apr - committee planning meetings
- May - approval process
- Jun - share with members and stakeholders

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 st							
2 nd							
3 rd							

Meet Main Street's Newest Volunteers!



Elaine Statler, owner of Lodon's, a freelance business based in New London, was impressed by the Food Stalls and met enthusiastic volunteers at Boats, Bocks & Bratons. Main Street attracted her since she wanted to become more involved in the local community.

Moving to New London last year, **Sherry Smith**, an assistant professor at UConn, found a positive way to become involved in the community. Volunteering at Main Street was a perfect fit for her.

Michele DeVine is moving her business, Citizen's Task Force Against Adversity, to New London and wanted to get to know the community. A friend about Main Street. The rest is history.

Shelley Wardwell grew up in the area and fondly remembers the past vibrant Main Street. She has recently relocated here from Colorado and is excited about the future.



Build an Organizational Culture

Partners

Sponsors

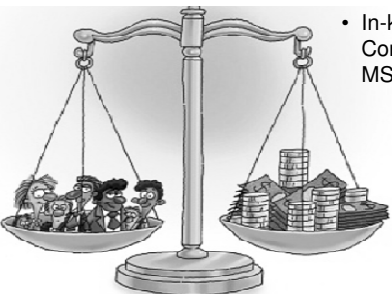
Volunteers

Members

Donors

that Fosters and Rewards Engagement

Volunteer Support is as Good as Money!



- In-kind value of Contribution in MS Budget

4. Track impact of leadership support

Dollar Value of a Volunteer Hour, by State: 2010

Please note that 2010 is the latest year for which state-by-state numbers are available. There is a lag of almost one year in the government's release of state level data which explains why the state volunteering values are one year behind the national value.

Alabama \$18.06	Iowa \$18.04	Nebraska \$16.86	South Carolina \$16.01
Alaska \$21.69	Idaho \$17.72	Nevada \$16.52	South Dakota \$15.60
Arizona \$19.71	Kansas \$18.13	New Hampshire \$21.29	Tennessee \$16.21
Arkansas \$16.48	Kentucky \$17.65	New Jersey \$25.64	Texas \$21.01
California \$24.18	Louisiana \$19.06	New Mexico \$17.44	Utah \$17.92
Colorado \$22.03	Maine \$16.84	New York \$27.32	
Connecticut \$22.77	Maryland \$22.77	North Carolina \$18.80	Virginia \$22.60
Delaware \$22.34	Massachusetts \$26.84	North Dakota \$14.47	Washington \$21.84
Dist. of Columbia \$33.61	Michigan \$21.07	Ohio \$18.80	West Virginia \$17.01
Honda \$18.69	Minnesota \$21.62	Oklahoma \$17.49	Wisconsin \$18.20
Georgia \$20.38	Mississippi \$15.43	Oregon \$16.05	Wyoming \$18.97
Hawaii \$18.08	Missouri \$16.60	Pennsylvania \$20.95	
Idaho \$15.93	Montana \$15.28	Rhode Island \$19.57	Puerto Rico \$11.41
Illinois \$22.77			Virgin Islands \$16.29

VOLUNTEERING IN AMERICA NATIONAL & COMMUNITY SERVICE CENTER

Tax Benefits for Volunteering

New Issues

- Volunteers can deduct certain expenses if not reimbursed by the non-profit organization.
- Although volunteers receive economic, social and personal benefits from volunteering, most cited personal benefits as the greatest reason to volunteer.
- Tax benefits to volunteers may vary by state.

Best Practices

Highlight benefits of volunteering, even beyond the sense of caring and helping. Volunteers gain:

- Learn something new
- Improve their health
- Make new friends
- Improve job skills
- Build confidence and self-esteem
- Get academic credit
- Receive tax deductions

Sources:
<https://www.spryise.com/newsletters/03/02/21/the-personal-health-and-economy>

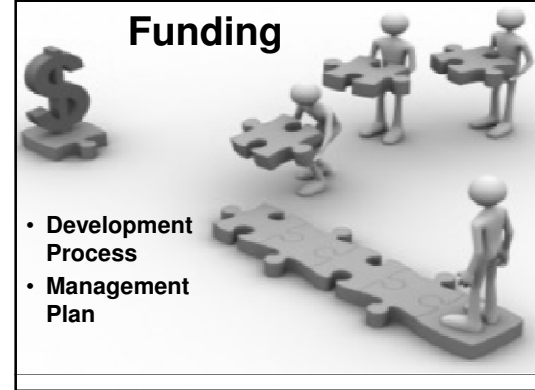
http://www.xosk.com/newsletter/2003/26.2.3/the_personal_health_and_economic_benefits_of_donating_your_time_to_a_cause.htm

Know the rules governing deductions and what expenses volunteers may deduct on their taxes. To qualify, your unreimbursed out-of-pocket expenditures must relate directly to the charity. Additionally, you must itemize your deductions on your tax return. Be sure to keep accurate records, including receipts, canceled checks, and other proof of expenses and charitable gifts, as these will be essential to support your deductions.

Examples of deductions includes:

- Incidental expenses such as postage stamps or computer paper
- Uniforms if they aren't available for normal wear
- Hours spent volunteering
- Transportation by car, including mileage and parking fees but not maintenance or insurance
- Overnight travel

Funding



- **Development Process**
- **Management Plan**

Before you ask for money...



Define the plan, the process, and measures:

- What are you selling?
- How much do you need or want?
- Who are you selling it to?
- What should be your message?
- Who will do the asking?
- Timelines
- Materials, tools, visitation
- Measuring tools

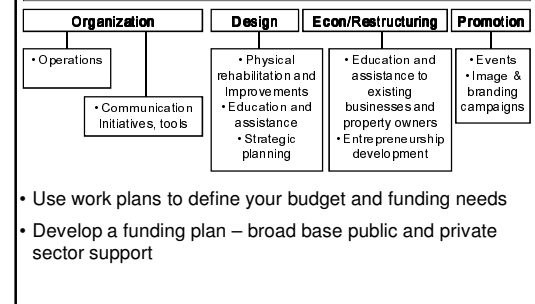
What does your organization need \$ For?

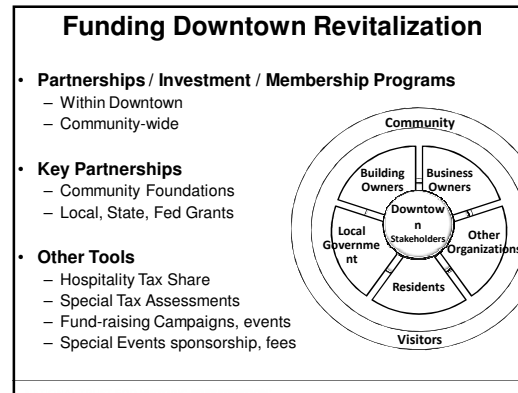
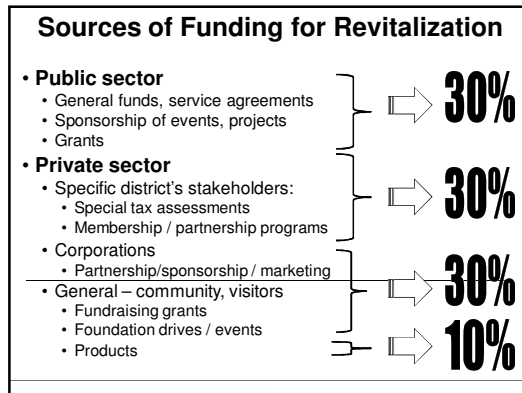
PROGRAMMING NEEDS: what you want to achieve



How much do you need - for what?

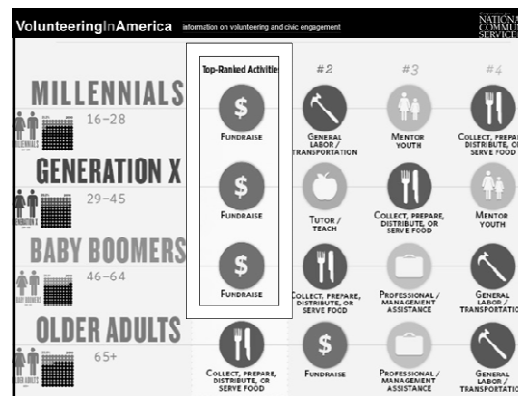
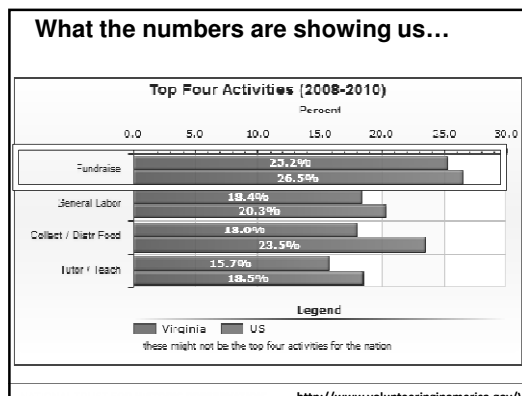
BUDGET





Funding and Fundraising Strategies

- Based on assessed resources**
 - Programming and Financial Needs
 - Current and potential sources
 - Budget Development
- Packaged to reach all sectors and possibilities.**
 - Focused on value
 - Before we ask for money
 - Doing the ask
 - Accountability



Board Commitment to Raising Funds

It's not all about making cold calls, nor staff doing it all

- Identifying contacts (businesses and individuals)
- Going on calls with others
- Developing materials
- Developing ideas and working at fundraising events
- Giving
- Nurturing funders (invite to annual meeting, ask for opinions)

Funding Responsibilities

BOARD -

- Ensuring that the program is well-funded
- Developing a strategic business plan for organization funding
- Monitoring financial condition of the organization
- Supporting fundraising activities of the organization
- Making a financial contribution

Funding Responsibilities

Organization Committee -

- Preparing fundraising materials
- Conducting annual membership campaign
- Planning annual dinner
- Implementing other fundraising activities

Other Committees -

- Developing & implementing funding plans for committee projects
- Supporting fundraising activities of the organization

STAFF -

- Serving as public relations ambassador
- Making sure work plan is implemented
- Recruiting new members
- Assisting with membership & fundraising materials
- Tracking contributions, other recordkeeping

Fundraising for Downtown

Answers to the Big Four:

1. Why does this organization exist?
2. Why is it important to the community?
3. Why should people support it?
4. Outside of sponsorships with direct marketing benefit – what are the top three reasons why a person or business should give your organization money?



Start by Promoting Your Purpose

- Is it clear to everyone what you do?
- Are your goals clearly articulated?
- Is it obvious what difference you make?
- Will they make a contribution or become a friend?
- Will someone attend your fundraisers because they believe in the work you are doing?



The Fundraising Plan

Components of the Plan

- Municipal contribution
- Annual Pledge Drive
- Friends of Main Street/Residents
- Grants
- Merchandise Sales
- Sponsorships
- Special Event and Special Project income
- BID, DDA, TIF, EID (other assessment districts)

Every board member must make a contribution. Professionally and personally.

How can you ask others for money if you haven't given yourself?

Greater Meredith Program		
2007 Fundraising Strategy		
Team Contributions		\$12,500
Annual Campaign		\$36,000
Individual (Resident) Contributions		\$1,000
Event Fundraisers		\$16,000
Retail Sales		\$1,000
TOTAL FUNDS		\$66,500

Annual Pledge Campaigns

Thank you! Your support, whether financial or through your participation in events, has been key to our success, and the success of our community. We have a variety of projects planned for this year, and ask you to consider how you might want to participate and include us in your planned giving or advertising expenditures. *For your information, we've included a copy of the projects scheduled.*

We hope you will consider investing in the Greater Meredith Program, either through a financial contribution during our annual campaign, volunteering for an event, or by sponsoring or participating in one of many community or retail events planned for this year.

Remember, you don't have to act right now...as these events happen, we will invite you to participate.

Partners, Supporters or Investors

- Most Main Street Programs are 501(c)(3) tax exempt nonprofits, not (c)(6) membership organizations.
- Membership organizations typically serve only their members.
- Main Street organizations work for the benefit of all.
- Main Street Programs are not Merchants' Associations.
- Membership programs can limit your fund raising abilities.



Become a Main Street Member!

Please mark your membership level:
(check one)

☐ Business & Professional
☐ \$150 1-5 Employees
☐ \$300 6-10 Employees
☐ \$200 11+ Employees

☐ \$1,000 Patron
☐ \$100 Corporate
☐ \$150 Property Owners
☐ \$75 Clubs/Organizations
☐ \$40 Residential (Student/Teacher)
☐ \$ Contribution

Check Amount \$ _____

Business Category: ☐ Shopping ☐ Dining ☐ Service

Business Name: _____

Contact: _____

Mailing Address: _____

Street Address: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Description of Business/Service: (please specify if it should appear on our signage)

MEMBERSHIP BENEFITS:

- Listing in Main Street business directory and website.
- Consideration to be included in the "In The Spotlight" section of the monthly newsletter, The Downtown Loudoun.
- Opportunity to participate in cooperative promotions and events.
- Opportunity to participate in commercial low interest loan program.
- Design and technical assistance for building renovations.
- A Main Street Manager with access to National Information Networks and Technical Assistance.
- Invitation to all membership events and activities offered locally and through the Main Street Association.
- Liason to City and County governments regarding issues that affect downtown.

• Make it simple!

- Based on employees?
 - Why?
- Offer the opportunity to decide how much to contribute.
 - That blank line...
- Focus on the revitalization value as the main reason to contribute
 - Sense of ownership, pride



On-line Pledging (Memberships)

HOME | ONLINE SHOP | VISIT | STREETS | NEWS | RESOURCES | ABOUT

Be a Member

Heart of Biddeford Downtown Revitalization wants to help downtown Biddeford begin to look like the vibrant and historic downtown it once was. But it's not just the way it looks, it's the way it feels. It's the way it lives. It's the way it grows. It's the way it changes. It's the way it becomes a place where everyone wants to live, work, and play.

Heart of Biddeford Downtown Revitalization began operation in July 2002. The city's leading economic and social development agency. We're here to help you realize your vision of a vibrant downtown. We're here to help you realize your vision of a vibrant downtown. We're here to help you realize your vision of a vibrant downtown.

Membership Levels

- Heart of Biddeford Downtown \$5,000
- Heart of Biddeford Downtown \$2,500
- Heart of Biddeford Downtown \$1,000
- Heart of Biddeford Downtown \$500
- Heart of Biddeford Downtown \$250
- Heart of Biddeford Downtown \$100
- Heart of Biddeford Downtown \$50
- Heart of Biddeford Downtown \$25
- Heart of Biddeford Downtown \$10
- Heart of Biddeford Downtown \$5
- Heart of Biddeford Downtown \$2
- Heart of Biddeford Downtown \$1

Heart of Biddeford Downtown is a 501(c)(3) nonprofit organization. All donations are tax-deductible. For more information, please contact us at 207-288-1132 or visit our website at www.heartofbiddeford.com.

CONTRIBUTE

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CONTRIBUTE an extra \$3 to offset on-line payment costs

Website that Educate

Asking for Volunteers and Support

PORTA WASHINGTON

TOURISM | CHAIRMAN | MAIN STREET | MEDIA | EVENTS | RESOURCES | CONTACT US

Volunteer & Donate

Be a Part of It

Advertise Here

Heart of Biddeford Downtown is a 501(c)(3) nonprofit organization. All donations are tax-deductible. For more information, please contact us at 207-288-1132 or visit our website at www.heartofbiddeford.com.

Create a Giving Event on Holidays Give today to the Heart of Biddeford

Happy Thanksgiving from Heart of Biddeford

Dear Kathy, We here at HoB are hoping that you and your family have a lovely Thanksgiving!

We're also hoping that you are thankful for how much progress we have made downtown over the past 4 years! We are starting our annual fund raising drive and are hoping that you will support the Heart of Biddeford through the next year so that we can help bring:

- MORE new businesses to Main Street
- do MORE events downtown
- do MORE projects to beautify the downtown area
- do MORE to put Biddeford on the map
- and, do MORE to make Biddeford an even better place to live, work, and shop!

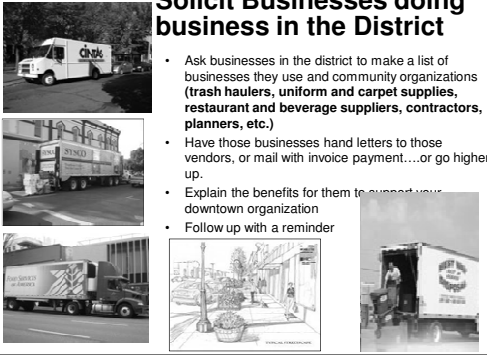
Please help us get off to a good start by donating online. [CLICK HERE!](#)

*A donation of ANY size is greatly appreciated!

Individuals can be asked to give more than once a year

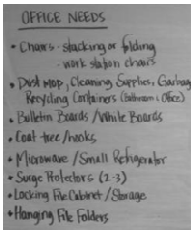
Kathy La Plante and Norma Ramirez de Miess
National Trust Main Street Center

Solicit Businesses doing business in the District



- Ask businesses in the district to make a list of businesses they use and community organizations (trash haulers, uniform and carpet supplies, restaurant and beverage suppliers, contractors, planners, etc.)
- Have those businesses hand letters to those vendors, or mail with invoice payment...or go higher up.
- Explain the benefits for them to support your downtown organization
- Follow up with a reminder

In-Kind Contributions Are the part of your budget?


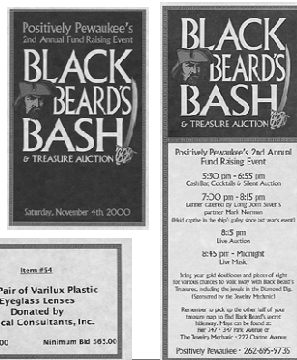


- Sometimes as valuable as cash.
- Including in-kind shows the true cost of operations.
- Why is it important to track in-kind?

Posted on a Main Street Facebook Page


Fund Raising

Auctions

Game Shows Take Offs

Can you name this store?
Can you tell us what business is in this location now? If so, then maybe you should join us for "So You Think You Know Bath" on April 3rd



Gather for food and drink, then the first round of three teams will compete to answer 20 questions on Bath subjects such as people, events, buildings, ships, sports and other historical and current topics. Then social breaks will alternate with two more rounds of three teams each, before the championship Round, which will pit the three winners of previous rounds against each other to see who thinks they know Bath and who really knows Bath! Come prepared to learn a lot and laugh a lot and cheer a lot!

\$30 admission plus silent auction
Raises between \$5,000-\$6,000

It's Raining Men Cutie Pie Contest

Conway, SC

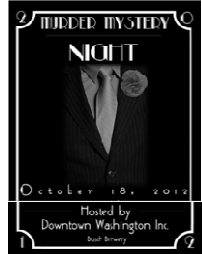


- \$50 tickets
- Drag Show
- Raised \$50,000




Fun Fundraisers

Washington, MO



At the scandalous tale of murder invades conversations, join your fellow residents in the venerable art of speculation over dinner and drinks at the Black Bedroom.

- Cocktails start at 6:30, Dinner at 7:00
- \$50 a plate or \$250 for a table of 5
- RSVP by Sept. 30, 2012



Fundraising and Public Relations Crossover

- Need 1,000 pre-sales to get plate created
- \$35.00 = 50% to Main Street Collierville, 40% to the TN Arts Commission and 10% to the Highway Fund
- On-line ordering
- \$17,500 minimum raised if 1,000 sold (sustainable funding?)



Who's Afraid of Virginia's Wolves? Abingdon, VA



Partnerships

- What is a "partner" for you?
- Who are your partners at this time?
– What resources they add to your organization?



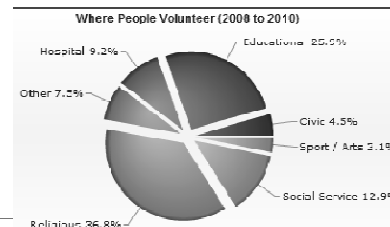
NEW PARTNERSHIPS

- Must carefully considered
- Strategically designed
- Effectively coordinated.



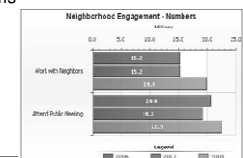
Build Partnerships with Organizations that Share Volunteer Interests

- Faith-based organizations/churches – projects, leadership
- Schools, Colleges/Universities – internships, projects
- Causes: social, health (cancer society, etc.) - projects



Reach Out to Your District & Its Neighbors

- District Stakeholders
 - Businesses, employees, property owners, residents, clients & customers
 - Visitation, block captain initiative, Give-back programs
- Surrounding Neighborhoods
 - Homemakers, retirees
 - Complete families



Using the Trends To Search for Partnerships

- **“Corporate Responsibility”**
 - Employees – City, banks, large corporations
 - participation in committees
 - “My Downtown” volunteer time incentive programs
- **“Service Learning”**
 - Students – graduation requirements
 - College / Universities
 - HS, Middle-Schools, elementary
- **“Work Training”**
 - Other nonprofits
 - Unemployment office



Build a program worth giving (time, money, and other resources) for... Offer Value!



- Main Street must clearly offer opportunities that bring people together to accomplish RESULTS that impact the entire community.
 - Strategic planning - the importance of outlining priorities and defining direction
 - The value of work plans – “Planning your Work and Working your Plan”

- Whatever your program does, needs to lead to action. Whatever action you take, needs to lead to VALUE. Focus your work on value

The Tangible and Intangible VALUE of Main Street...



Bringing Community Together



Preserving Communities' Unique Character



97

Enhancing Physical Appearance



98

Strengthening Local Economies



99

Promoting Community Activity



100

Promoting Community Heritage



101

Promoting Community Unique Assets



102

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National Trust Main Street Center

- Packaging and promoting the tangible and intangible value of Main Street
 - Using your statistics to show the value of Main Street
 - Public Relations and Advocacy Plan

Communications and Community / Public Relations

- **The Organization Committee** promotes the **MS revitalization program**, its mission, vision, current efforts, and achievements
- **The Promotion Committee** promotes **Downtown**, events, businesses, and unique characteristics



Both Organization and Promotion Committees can work together, combine PR efforts as needed...






Can I make a difference in the revitalization of downtown Waterville?

What should be your Message (s)?

Yes! By becoming a **DOWNTOWN PARTNER**

See the Difference. Feel the Difference. Make the Difference.

WMSt
Waterville Main Street
171 Main Street
Waterville, Maine 04901
207-865-0200
207-865-0209
www.watervillomainestreet.org

Imagine what we can do...




Main Street Winter Haven, Inc. is a non-profit organization that involves the entire community in revitalizing downtown. Through a public/private partnership with the City and its residents, Main Street's objective is to improve the image of downtown by facilitating improvements and growth in four distinct areas: Organization, Promotion, Design and Economic Restructuring.






Downtown's enhancement is an **Economic Development** effort, not simply a physical improvement project. To improve downtown's economy, a community can't "wing it." Instead, a clear blueprint for success is needed. Working with the City of Winter Haven and an internationally acclaimed urban design firm, Main Street Winter Haven coordinated and sponsored the development of a comprehensive **Downtown Design Plan**. A holistic approach, this master plan systematically addresses downtown issues rather than on a case-by-case basis.

The Beach Party is the highlight of summer in downtown Winter Haven. Thousands turn out to enjoy Main Street's signature event, complete with a "beach" made with more than 400 tons of sand, delicious seafood, entertainment and, of course, those spectacular sand sculptures. The **Promotions Committee** works hard to bring events like this to life and, in the process, draw people to the downtown.

Enhancement of downtown's appearance is an objective of the program. Main Street's **Design Committee** provides assistance to property and business owners for building design, facade renovation, restoration and signage.




together.

Visitation Program

- Planned
- Not the effort of one person
 - Program director
 - Organization committee
 - Board members
 - Other committees

Remember: "WITH" and not just "FOR"



- Convey the sense of representation – "voice"
- Find out about individual needs and feedback
- Promote need for involved – "to be part of the effort"

Group Meetings

- Stakeholder meetings**
 - General** – district or community
 - Visioning, forums, etc.
 - Specific** – merchants, businesses, property owners, employees
- With community groups**
 - Civic / social / faith-based
 - Neighborhood associations
- With key partners**
 - City, County
 - Large Corporations



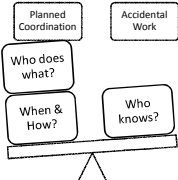
Printed Materials

- Main Street brochure
- Newspaper articles
- Annual reports
- Newsletters
- Posters



Avoid accidental work. Don't fall into routines that do not provide value...

☐ Planned coordination or
☐ Developed as we go... Accidental work?



Norma Ramirez de Miess, National Trust Main Street Center

Online tools: website, email, social media



Other P.R. opportunities & Outlets

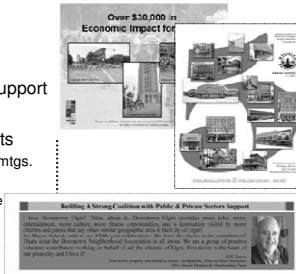
- Within your district**
 - Kiosks
 - Vacant storefronts
 - Shopping bag inserts
 - bank deposit slips
- Other organizations' media**
 - Employee publications
 - Bulletin boards
 - Inserts in utility bills
- Media relations**
 - TV, radio, newspapers, etc.
- Don't forget – use events too**



Norma Ramirez de Miess, National Trust Main Street Center

Communicating with City, County

- Educating about
 - Downtown needs
 - The organization's
- Building/maintaining support
 - Financial, logistical
- Report progress, results
 - Annual Reports, Council mtgs.
 - ROI – give them the \$s!!
 - Let your stakeholders state your value - testimonials



Don't assume the city knows everything about your organization



- Image of the Downtown organization
- Funding misperceptions
- Independent status ~ partnerships
- Staff role and Board roles
- Life span of the organization
- Organizational identify
- Benefit
- Communications
- Work Plan
- State and National ties

Inform Them and Involve Them!

- Regular visits to city council meetings (staff and volunteers)
- One-on-one meetings
- Annual Reports – Reinvestment Stats
- Pre-election white papers
- "Friend" them
- Invitations to events
 - Parade marshals
 - Cooking contest judges
 - Float judges
 - Ticket sellers



Recognize the City's Contribution

- Thank them for the cash
- Thank them for in-kind
- Thank them for allowing city employees (Police, parks and rec, Public works, etc) to "volunteer"
- Thank them at the same time you thank other volunteers
- Thanks them in print



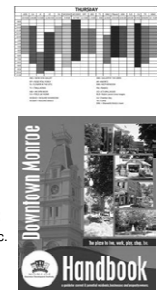
Communicating with our sponsors, funders

- Before – invitation
 - When we need them
 - Personal visits
 - Packets, materials
- During – development
 - Gathering the details
 - Personal visits, calls, email
 - Sharing progress
 - Personal visits
 - Letters, materials
- After - recognition
 - Public & individual as appropriate




Communicating with your businesses, building owners

- Take the time to learn:
 - Businesses –
 - their products & services, customers/visitors, needs
 - different/similar areas to competition
 - Property owners –
 - Interest, capacity to invest, resources, partnerships
 - Residents –
 - Interest, vision, opportunities for engagement
- Take time to educate, share, empower:
 - Trends, competition, complimentary businesses, etc.
 - Assistance - one-on-one, group, specific topics
 - Build confidence, foster network, participation




Communicating with partner organizations

- Finding common grounds
 - Collaboration versus competition
 - Complimentary versus duplicating effort
 - Expanding our reach
 - Neighborhood groups
 - Families / residents
 - Civic & Social agencies
 - Youth groups
 - Schools
 - Churches
- 



Community / Public Relations

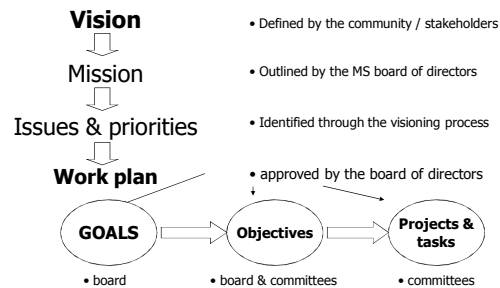
Building awareness and support for the revitalization program

- **Direct person to person (1-1)**
 - ✓ Visitation program
 - **Group setting**
 - ✓ Stakeholder meetings
 - ✓ Public presentations to community groups
 - **Communication tools**
 - ✓ Printed materials
 - ✓ Online tools
- 



Developing Work Plans

Work planning flow chart

[illegible]

KEYS to help Main Street Programs succeed:



TRUST

- **Communication**

VALUE

- *Programming*

Kathy La Plante and Norma Ramirez de Miess
National Trust Main Street Center

Resources

- **National Conferences**
 - Preservation: Austin, TN, Oct 27-30, 2010
 - National Main Streets: Des Moines, IOWA, May 22-25, 2011
- **Online Tools:** www.mainstreet.org
 - www.PreservationNation.org
 - MS list serve, Webinars
- **Publications:**
 - MS Bookstore: Revitalizing Main Street
 - Main Street News
- NTMSC On-Site Services
 - Field Services
 - Seminars & workshops



THANK YOU!



Please share your experiences and success stories!

Norma Ramirez de Miess City Clerk, Lawler 2008
Email: Nmiess@savingplaces.org Phone: (202) 213-6720

Kathy LaPlante
Email: KLaplante@savingplaces.org Phone: (202) 297-2893

National Trust Main Street Center

Kathy La Plante and Norma Ramirez de Miess
National Trust Main Street Center